

What we have heard

A summary of community feedback from phase 3 of developing a masterplan for the East Village precinct

8 August 2016

Overview

Owners of the East Village precinct are part way through a process to develop a 20-year masterplan for the Bentleigh East industrial precinct.

Community and stakeholder input is being sought at a number of stages during the preparation of the masterplan.

Phase 1 of the consultation ran from December 2015 to the end of February 2016 and provided an opportunity for people to get to know the site and the changing demographics of the area.

Phase 2 of the consultation ran from mid-March to mid-April 2016 and provided an opportunity for the community to comment on draft design principles to apply to the East Village precinct. The design principles were used to inform the preparation of design concepts – or the main features of the precinct.

Phase 3 of the consultation ran from May to July 2016 and sought community comment on the six design concepts.

The preliminary design concepts are:

1. Site accessibility for vehicles and managing car parking
2. Connecting communities through green spaces and public uses
3. Management of interfaces and transitions
4. Creating a community heart for a mixed use precinct
5. Developing a sustainable 21st century employment hub
6. Diverse residential uses as a transition to the wider community

During this phase, two community drop-in sessions were held on Wednesday, 22 June and Saturday, 25 June.

This document provides a summary of feedback received during phase three. Based on this feedback, a draft 20-year masterplan for the site will be developed for further input.

The masterplan will be used as the base for any future town planning processes that may be pursued for the precinct. This fourth phase will seek comment on the draft masterplan and is expected to run until the end of September 2016.

What we did during this phase

In phase 3, the owners of the East Village precinct:

- Published a detailed list of [feedback from phase 2](#)
- Released a [background document on the draft design concepts to apply to the masterplan](#) for the East Village precinct based on the design principles and feedback from phase 2.
- Held two community drop-in sessions at Bentleigh East. Information was also provided in the form of display boards and a handout.
- Posted updates on our [website](#) and [Facebook](#) pages.
- Continued to canvass feedback from stakeholders and the community in general.
- Issued a [media release](#) announcing the preliminary design concepts and details about the community drop-in sessions.
- Posted an [interim feedback report](#) from phase 3.

Stakeholder feedback

Feedback from stakeholders during this phase was fairly general and reflected previously reported feedback. Stakeholders were appraised of the feedback from phase 2 and were supplied with the background document on the draft design concepts.

Comments on the East Village website and Facebook page

There were 607 visitors to the East Village [website](#) during this phase (64% were returning visitors, 36% were new visitors). The comments made on the website have been summarised below (please see the [‘Have Your Say’ page](#) for the verbatim comments):

- Desire to see harmony between the types of houses built in the precinct and the types of employment offered. For example, the house prices should reflect the salaries of the jobs in the area
- Suggestion to place trees in such a way along East Boundary Road as to leave a corridor for Light Rail Rapid Transit to run down the median of the road
- Support for a bus to run along North Drive
- Suggestion for a second campus of McKinnon Secondary College to be incorporated into the design
- Concerns about traffic flow at the intersections of East Boundary Road and North and Centre roads
- Concerns about noise issues and disruption caused by development in the area
- Consider options for a new set of traffic lights at the intersection of North Road, Crosbie Road and Cobar Street as well as at the intersection of Murrumbeena, Crosbie and Leila roads
- Request for an “urban forest” with scattered development
- Commentary that the design requires more space for an additional secondary school.
- Call for more educational facilities and a local art centre for visual and performing arts as opposed to more shopping centres.

The East Village Facebook page reached 377 people during this phase and no comments were left.

Draft design concepts

Below is a table outlining the draft design concepts on which public comment was sought in this phase. These reflect community input from phases 1 and 2. More details can be found in the [background document on the draft design concepts](#).

Design concept	Overview
1. Site accessibility for vehicles and managing car parking	<ul style="list-style-type: none"> • A focus on traffic flows to the main roads away from the residential areas is necessary to maintain the amenity of the surrounding neighbourhoods. • The precinct has multiple opportunities for direct connections to East Boundary Road and North Road. Traffic from the precinct will be directed to both of these major arterial roads.
2. Connect communities through green spaces and public uses	<ul style="list-style-type: none"> • The precinct should be fully accessible to pedestrians and cyclists with high-quality landscaped links extending the existing open space network. • The needs of the increasingly diverse wider community, including all age groups from childcare to retirees, will drive the configuration of public spaces and provision of services.
3. Manage interfaces and transitions	<ul style="list-style-type: none"> • The edges of the precinct should respond to the character of the adjoining land. Where there are houses abutting the site, the use and scale should match. • Where there is open space, the response should add value to the parkland, through high-quality buildings and landscapes.
4. Creating a community heart for a mixed use precinct	<ul style="list-style-type: none"> • The heart of the precinct should be a main street experience, combining a broad mix of active uses focused on a pedestrian friendly street. • The heart should include landscaped public space, employment and retail uses as the anchor for the whole precinct. • Community needs such as childcare, community and education facilities should be integrated into the precinct in accessible locations. • Consultation with State and Council bodies and community organisations will continue to ascertain what form these may take.
5. Developing a sustainable 21st century employment hub	<ul style="list-style-type: none"> • The precinct's role as an employment hub is evolving from its industrial origins towards a wider mix of employment uses. • To fully capitalise on the precinct's ability to accommodate new employment, a new approach to the site is needed – one where the site becomes an

Design concept	Overview
	attractor for high value employment and a welcoming and vibrant place to work.
6. Diverse residential uses as a transition to the wider community	<ul style="list-style-type: none"> • The precinct needs mixed land uses to meet changing demographic needs, to facilitate new forms of employment, housing and community service opportunities. • Different forms of housing can help provide a transition between the core and existing residential areas around the precinct.

Comments at the community drop-in sessions

Two community drop-in sessions were held on 22 and 25 June 2016.

[Display boards](#) covering the background of the precinct, the consultation process and timing of the project were presented. There was also a pamphlet available to take away with them.

People attending the community drop-in sessions were able to fill in a feedback form or write concerns or opportunities onto an aerial picture of the site.

Below is a full list of the comments posted on the boards or raised with the East Village representatives over the two sessions.

Perceived concerns (written):

- Concerned with intersection upgrade works that would be associated with current South Drive to Virginia Park
- If medium density housing is slated for development – ensure that the buildings are aesthetically viable
- Create investment opportunities for locals – having a stake in the local area will help to keep it local
- The future of the precinct should comprise office only, no residential
- Incorporate BBQ facilities and play areas into new and existing parks, particularly in Marlborough Reserve
- No more apartments. Build nice cosy houses with backyards. Apartments are an eye sore and parking problem
- Make any changes in our area classy – not cheap looking modern boxes
- Concerned with traffic generated from residential uses
- Need a small community centre/hall (eg. Men’s Shed, sewing groups). Need community gardens with lots of vegies and gardens. Development near existing parks to ensure there is sun access

Perceived concerns (verbal):

- How the introduction of signalised intersection to East Boundary Road will affect traffic movement on this street

- Concern about how car parking was going to be adequately provided by the development and worried that the developer would attempt to reduce the ordinary planning requirements for car parking
- Architecture should respond to the local character - general concern about the images presented looking 'too modern' for the neighbourhood
- Aged care/retirement living was acknowledged as in short supply and, therefore, would be a good use for parts of the site
- Affordability of high-quality care facilities
- How the introduction of retail might impact on existing traders, specifically Centre Road Village
- Housing affordability
- Need for apartments and townhouses as existing houses are inappropriate for ageing generations and unaffordable for younger couples and families
- Concerned that apartments are mostly purchased by people who do not 'fit in' with the preferred 'demographics' of area
- Keep the Marlborough Reserve separate from the precinct to discourage 'over use' of this facility
- No requirement for a new school in this location

Perceived benefits or opportunities (written):

- Aged care, medical and pharmacies are required
- Bus route is a good outcome
- Support for aged care, retirement living and keeping apartments affordable for locals
- Ideas for use of the area – aged care/housing incorporating various new amenities for use by residents
- Make the new area a classy looking residential area for our ageing community
- Aged care is a good idea for a portion of the site. Good to have shops and services nearby (post office, medical).
- Schools would be good – linked to local employers to give students work experience and share facilities
- Starting from scratch provides opportunity to accommodate height i.e. better spot than Broadbent site in Centre Road
- 701 bus route through the site and onto North Rd would be a good idea
- Shop top apartment development is a good outcome – Sydney East Village example is good
- Transition and opening up the site is good
- Apartment development should provide for shared facilities including outdoor space, roof gardens and clothes washing/drying facilities
- Townhouse development should make provision for car in driveway if only single garage
- Higher density in middle of the site is the right location
- Supportive of aged care and retirement uses
- Park connection is a good outcome
- The park link and proposed school location is good
- Incorporate as much green space as possible. Buildings to work in with landscape

Feedback sheets

The following is a summary of written comments on the feedback sheets submitted by visitors to the community drop-in sessions:

- Landscaping is important – as much open green space as possible

See the next page for a summary of the survey forms completed.

Next steps

Phase 3 of consultation came to a close as of 31 July 2016. Feedback from phase 3 will be used to develop a conceptual 20-year masterplan for the site. Once released, the masterplan will be available for input from the community. Phase 4 of the consultation process is expected to run until the end of September 2016.

Summary of survey forms completed at the community drop-in sessions.

LOW IMPORTANCE	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	
				What are your views on the preliminary design concepts?
			5	• Site accessibility for vehicles and managing car parking
			5	• Connect communities through green spaces and public uses
		2	2	• Managing interfaces and transitions
		1	4	• Creating a community heart for a mixed use precinct
1		1	3	• Developing a sustainable 21 st century employment hub
	1	1	3	• Diverse residential uses as a transition to wider community
LOW IMPORTANCE	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	How important are the following issues:
			5	• Plan for the whole precinct
			5	• Include open space and improve access to existing open spaces
	1	3	1	• Masterplanning to attract new high tech business to the area
1	1	1	2	• Consider including education facilities
1		3	1	• Retail development mindful of existing retail
		1	4	• Housing with a community service focus
	1	3	1	• Zones and masterplanning to increase employment opportunities
			5	• Balance potential redevelopment density
			5	• Consider precinct heights in context with existing neighborhood
			5	• Direct traffic out of residential areas
	NOT THAT USEFUL	SOMEWHAT USEFUL	VERY USEFUL	
		2	2	How useful have you found the community drop-in?

Thank you to all who provided feedback during this phase of preparing a 20-year masterplan for the East Village precinct.